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Creative Economy Roadmap for Philippines proposed



Advertising, film, animation, game development and design (specifically graphic and digital design) have been identified as five priority sectors for the Philippines creative economy, in the Creative Economy Roadmap proposed by the Creative Economy Council of the Philippines (CECP).

The roadmap envisions that “by 2030, the Philippines will be the number one Creative Economy in ASEAN in terms of size and value of our creative industries, as well as the competitiveness and attractiveness of our creative talent and content in international markets.” The scope includes six cultural domains, namely: cultural and natural heritage; performance and celebration; visual arts and artisan products; books and press; audio-

visual, broadcast and interactive media; and creative services. Other related domains include tourism, and sports and recreation.

The Creative Economy Council of the Philippines (CECP) recently submitted to the Department of Trade and Industry (DTI) and the Board of Investments (BOI) the Creative Economy Roadmap for more inputs before eventual acceptance and implementation.

The move is an offshoot of the Memorandum of Understanding (MOU) signed on December last year between the DTI-BOI, CECP along with the National Commission for Culture and the Arts (NCCA) and the British Council (BC) which aims to establish a strong Inter-agency public and service sector collaboration in the formulation and implementation of plans and program for the promotion and development of the Philippine creative economy.

During the meeting, Trade Undersecretary and BOI Managing Head Ceferino Rodolfo said that given its broad structure, there is a need to define the Creative Economy within the Philippine context and suggested to shortlist at least five sectors from the cultural and related domains for a more “granular” focus and “doable” approach in crafting the specific action plans of the roadmap.

Read [full article in Balikbayan](#)

Photo shows Trade Undersecretary and BOI Managing Head Ceferino Rodolfo (center) along with BOI Governor Napoleon Concepcion and DTI-EMB Assistant Director Anthony Rivera discussing with the stakeholders of the Creative Economy during the submission of Creative Economy Roadmap. (Photo from the Department of Trade & Industry)

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